



Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

October 21, 2009 — 12:00 p.m.
City Annex Conference Room
380 Constitution Way

Members Present:

Cheryl Cox, Cory Emery, Matt Hill, Linda Neeley, and Roxane Mitro.

Members Absent:

Ann Bates, Pat Fuchs, Erin Kennedy, Nathan Kennedy, Terry Miller, and Sharon Parry.

Staff Present:

Robb Chiles, Chamber of Commerce; Brad Cramer, Assistant Director; and Deb Petty, Recording Secretary.

Call to Order:

The meeting was called to order at 12:05 p.m.

Modifications to the Agenda:

None.

Minutes:

September 16, 2009

Motion by Mitro, seconded by Neeley to approve the minutes of September 16, 2009 as presented.
Motion passed.

Liaison Reports:

Planning Commission – Brad Cramer:

- The Commission recommended approval of the Snake River Landing project of 34 single-family homes. They will need a variance for a reduction to the side yards and a reduction in the common space from 20% to 13%.
- Sign Ordinance passed for LED signs.

Historic Preservation Commission – Roxane Mitro:

- Commission is working on the 2010 work plan.
- Toured the Rio Theater and will make some suggestions to the owner about possible venues.

Shade Tree Committee – Matt Hill:

- Working on issue with trees along Lindsay Boulevard in regard to obstruction of billboards.
- 160 trees were planted on Hitt Road.

Parks & Recreation Commission – Matt Hill:

- H&K won the bid for Ryder Park. You will see grading for fishponds in the near future.
- Greenbelt Brochure is moving forward and they are quite pleased with the results.
- The ice rink will be renovated in 2010.

Chamber of Commerce – Robb Chiles:

- Considering 3 sites for the construction of a multi-purpose event facility.

Survey:

Cramer reiterated the top three (3) priorities of the survey as follows:

1. Develop a stronger/longer publicity campaign
2. Establish clear judging criteria and voting process
3. Consider expanding the efforts of the Commission towards more awards or other ways to beautify the community

~~He~~ **Cramer** reminded them that the goal is to develop a work program for 2010. He reviewed some of the comments from the last meeting:

1. Developing a stronger/longer publicity campaign:

- Plan ahead for community events, club meetings, etc. and have representation.
- Partner with Harris Publishing/Idaho Falls Magazine for spotlighting beautification program (i.e. previous award winners)
- Promotion by Mayor and Council.
- **Find venues** to spotlight or feature things of interest, or that are attractive in the community beyond the annual award program.
- Dovetail on other award programs.
- Work with Knut Meyerin.

Chiles suggested the use of local nurseries or home improvement stores for educational opportunities or to make available the brochure. Cox said Bates laid some wonderful groundwork with a number of organizations/groups for last spring and the commission will be building on what she has accomplished. It may be possible to do a mini-clinic similar to what is done at Home Depot. Chiles said businesses have funds that may be available to help fund the commission, or at least fund the awards in return for some publicity.

It was expressed that there is a difference between landscapes done by a professional and those done by a homeowner. It was suggested having a separate category/award to recognize each. Emery said regardless, all are beautifying the community. He believes many of the nurseries, garden centers, and landscapers would be interested in supporting the program. Cramer believes whether public or private it falls within the parameters of the purpose of the Commission.

Parry forwarded some suggestions to Cramer via email and one was to seek out a high school student to create a commercial for the commission and enter it in the Idaho Teen Film Festival. It is not known at this time any associated costs for doing this, but is well worth exploring. The films are quite creative and get a great deal of publicity, so it would be something to consider. Chiles made mention of BYU or EITC for this type of project as production costs wouldn't be an issue, or use the local Ad Council. BYU has a marketing class that is always looking for projects of this type and may be an opportunity for the group. Cramer said the videos, **found on the internet**, Parry shared with him are public service announcements. These are viewed differently by broadcast stations in terms of cost/air time.

Cox said the display at the Farmers' Market drew a great deal of attention. A reporter from Channel 3 News was drawn to the display and interviewed Parry for several minutes. They were

going to do a news spot on Sunday night. She thought the use of spontaneous displays would be effective in reaching the public. One on one with the public is time consuming, but very effective. Cox met with staff ~~as~~ at Idaho Falls Power and they are willing to include the commission at their annual open house.

2. Establish clear judging criteria and voting process

Mitro **suggested** there should be another category for professional vs. non-professional landscapes; restriction on previous winners and when they can be considered for another award; the use of natural/native plants for local/regional preservation of wildlife and natural habitat; use of recycled materials; more consideration for nominations by another party vs. self-nominations; minimal use of pesticides/herbicides; seen from street (streetscapes); stand out from neighboring property.

Judging should be more of a procedural process and there should be a basis for decision. A rating system makes the process less personal and gives the opportunity to provide feedback to a nominee. A rating system such as the KT (~~Kleppner-Tregoe~~ **Kepner-Tregoe**) could be implemented for the judging process. The group would like to move toward a rated judging system and group site visits for all nominations is preferable, or video tape each nomination.

Cramer said it appeared that some criteria would be standard for all the awards and variations for each category. He said the group would ~~visit~~ **discuss** criteria at a future meeting. There are a number of experts in the group and suggested having mini-seminars from members within the group. Much of the criteria could be developed from what is learned. It is desirable to move from a large number of landscape nominations to a balance of building and landscape. Cox asked to include this suggestion in the minutes for future assignments.

3. Consider expanding the efforts of the Commission towards more awards or other ways to beautify the community

Cramer said this category was more difficult to come to a consensus on, due to the variety of ideas. Mitro said before moving forward with other efforts, it would be best to get good at the primary task of the award program. Cox like the idea, but would like to see other awards throughout the year. Mitro is in favor, but believes now is not the time to branch out. Involvement in civic projects is good publicity.

Cox read "Finding Beauty in a Broken World", by Terry Tempest Williams, **who** suggests that beautiful things empower people. There are a number of things that define beauty/beautiful without being fluffy. It is integral to pride and safety in community.

Miscellaneous:

1. **November 18, 2009:** Next scheduled meeting.
2. **Idaho Falls Water Tower:** Neeley suggested consideration of a project to improve the appearance of the water tower.

Assignments:

1. The group reviewed the commercials provided by Parry and will comment at the next meeting.

Adjourn:

Motion to adjourn the meeting at 12:55 p.m.

Debra Petty, Recording Secretary